

LEO BURNETT COMPANY, Inc.

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CRAM COURSE No. 3: ENGLISH POETRY

Final exams will soon be upon us. This is no time for fun and games. Let us in-stead study hard, cram fiercely, prepare

physical problems never keep the true artist from ereating. Byron, for example, was lame, Shelley had an in-

torrent of romantic poetry. Nor did they neglect their personal lives. Byron, a devil with the lades, was pigtails in an inkwell. He thereupon left England to

While Byron fought in Greece, Shelley remained in England, where he became court poet to the Duke of Marthorough (It is interesting to note in passing that Marthorough was the original spelling of Marthoro Cigarettes, but the maker were unable to get the entire word on the package. With characteristic ingenuity they eleverly lopped off the fittal "gh". This, of course, left them with a "gh" lying around the factory. They looked for some place to put it and finally decided to a erackerjack director of sales, but once he became Van Gogh, he felt a mysterious

irresistible urge to point. He recise from the Company and became an artist to the of the most dames. Let us be from the Camparo and learning middles and many middles and the second section of the section of the second section of the second section of the second section of the se

took up with Lucrezia Borgia, Catherine



thereupon that England to fight in the Greek was of the state of the s

erste.

And key her and kine her and give her abit.

Mary Shelley finally got so tired of be ing the manuscript, Shelley and got so seared they immediately booked passage bome to England. Keats tried to go too, but he was so small that the clerk at the steamship office couldn't see him over the top of the counter. So Keats remained in Rome and died of a broken

heart.

Byron and Shelley cried a lot and then together composed this immortal Good olg Keats, he neight have been short.

Goed old Keats, he might have been short, But he was a great American and a heck

Truth, not poetry, is the business of the Mariborn makers, and we tell you truly that you can't find a better testing.